

# Comparisons of Job Characteristics

**Focus Occupation: Retail Salespersons (41-2031)**

**Associated Occupation: Counter and Rental Clerks (41-2021)**

[Compare Knowledge](#)

[Compare Skills](#)

[Compare Abilities](#)

[Compare Detailed Work Activities](#)

[Compare Tools and Technologies](#)

<<	Focus occupation element is much lower
<	Focus occupation element is lower
0	Focus occupation element is at a similar level
>	Focus occupation element is at a higher level
>>	Focus occupation element is at a much higher level

## Knowledge

Similarity of Focus Occupation to Associated Occupation: 90

**Focus Occupation: Retail Salespersons (41-2031)**

**Associated Occupation: Counter and Rental Clerks (41-2021)**

Associated Occupation's Key Knowledge Elements	Average Rating, All Occupations	Associated Occupation's Rating	Focus Occupation's Rating	Evaluation of Focus Occupation
Customer and Personal Service	11.3	12.9	16.6	>> Current knowledge level is likely more than sufficient
Computers and Electronics	8.4	10.4	7.2	<< Extensive education and/or training may be required
Sales and Marketing	5.2	10.3	13.4	>> Current knowledge level is likely more than sufficient
Clerical	7.3	8.9	6.4	<< Extensive education and/or training may be required

The maximum possible rating is 25.

Source: Alaska Department of Labor and Workforce Development, Research and Analysis Section analysis of O\*NET (Occupation Information Network) data.

## Skills

Similarity of Focus Occupation to Associated Occupation: 92

**Focus Occupation: Retail Salespersons (41-2031)**

**Associated Occupation: Counter and Rental Clerks (41-2021)**

Associated Occupation's Key Skills Elements	Average Rating, All Occupations	Associated Occupation's Rating	Focus Occupation's Rating	Evaluation of Focus Occupation
Service Orientation	7.9	10.2	11.8	> Skill level is likely sufficient

The maximum possible rating is 25.

Source: Alaska Department of Labor and Workforce Development, Research and Analysis Section analysis of O\*NET (Occupation Information Network) data.

## Abilities

Similarity of Focus Occupation to Associated Occupation: 95

**Focus Occupation: Retail Salespersons (41-2031)**

**Associated Occupation: Counter and Rental Clerks (41-2021)**

Associated Occupation's Key Abilities Elements	Average Rating, All Occupations	Associated Occupation's Rating	Focus Occupation's Rating	Evaluation of Focus Occupation	
Oral Expression	12.4	12.3	13.4	0	Current ability level may be sufficient
Oral Comprehension	12.5	12.2	13.7	>	Current ability level is likely sufficient
Speech Recognition	9.9	10.6	11.5	0	Current ability level may be sufficient
Speech Clarity	10.2	9.8	12.1	>	Current ability level is likely sufficient
Written Comprehension	11.0	9.3	9.6	0	Current ability level may be sufficient
Near Vision	11.1	9.1	9.5	0	Current ability level may be sufficient
Number Facility	6.3	7.4	6.6	<	Some improvement in abilities may be required

The maximum possible rating is 25.

Source: Alaska Department of Labor and Workforce Development, Research and Analysis Section analysis of O\*NET (Occupation Information Network) data.

## Activities that Both Occupations Have in Common

Similarity of Focus Occupation to Associated Occupation: 98

**Focus Occupation: Retail Salespersons (41-2031)**  
**Associated Occupation: Counter and Rental Clerks (41-2021)**

Work Activities	Exclusivity of Activity
Advise clients or customers	19
Answer customer or public inquiries	41
Arrange merchandise display	76
Calculate rates for organization's products or services	77
Clean rooms or work areas	30
Collect deposit or payment	78
Demonstrate goods or services	76
Determine specifications	67
Greet customers, guests, visitors, or passengers	63
Inspect products or materials for damage, defects, or shortages	82
Maintain records, reports, or files	5
Manage inventories or supplies	72
Obtain information from individuals	24
Process credit transaction	95
Provide customer service	14
Rent item to customer	99
Sell merchandise	65
Use cash registers	70
Use computers to enter, access or retrieve data	3
Use industry terms or concepts	89
Use knowledge of metric system	39
Use oral or written communication techniques	1

Not all positions in these occupations will necessarily perform all of the listed activities. The exclusivity rating is an indication of how unique the activity is amongst all occupations. The maximum rating is 100. High scores indicate that only a small number of occupations engage in that activity.

Source: Alaska Department of Labor and Workforce Development, Research and Analysis Section analysis of O\*NET (Occupation Information Network) data.

## Tools and Technologies that Both Occupations Have in Common

Similarity of Focus  
Occupation to Associated  
Occupation: 83

Focus Occupation: Retail Salespersons (41-2031)  
Associated Occupation: Counter and Rental Clerks (41-2021)

Tools and Technologies	Exclusivity
Calculating machines and accessories	3
Computer data input devices	2
Computers	1
Content authoring and editing software	1
Currency vending machines	31
Data management and query software	1
Holding and clamping tools	3
Industry specific software	1
Wrenches and drivers	2

Not all positions in these occupations will necessarily use all of the listed tools and technologies. The exclusivity rating is an indication of how unique the tool or technology is amongst all occupations. The maximum rating is 100. High scores indicate that only a small number of occupations use that tool or technology.

Source: Alaska Department of Labor and Workforce Development, Research and Analysis Section analysis of O\*NET (Occupation Information Network) data.